# 5 Reasons Why India Is the Hotspot for New GCC Setup

India's position in the global GCC landscape has evolved considerably over the past decade. What was once viewed primarily as a destination for operational support has become a strategic location for capability building, innovation, and enterprise transformation.

Today, India hosts more than 2,100 GCCs, operating across nearly 3,730 units, supporting approximately 2.36 million professionals and generating close to $100 billion in annual revenue. More than 500 Forbes Global 2000 companies have established operations in the country, making India one of the most mature and dynamic GCC ecosystems globally.

The growth of the sector reflects a broader shift in enterprise priorities. Access to specialised talent, digital capabilities, operational resilience, and scalable growth models now carry greater weight than labour arbitrage alone.

For organisations evaluating global expansion, India continues to emerge as a preferred destination for GCC establishment and long-term capability development.

## How GCC Mandates in India Have Evolved

Early GCC models were largely designed around transactional processes and operational efficiency. Over time, organisations began centralising shared services, technology support, and business operations within these centres.

Current-generation GCCs operate with a broader mandate. Many are responsible for product development, engineering, data analytics, artificial intelligence, cybersecurity, finance transformation, and enterprise-wide digital initiatives.

As a result, GCCs have become embedded within global operating models, contributing directly to business growth, innovation, and competitive differentiation.

India has been a major beneficiary of this evolution, supported by a combination of talent depth, ecosystem maturity, infrastructure development, and policy support.

## The Five Forces Shaping India's GCC Growth

India's rise as the preferred destination for GCC setup is driven by a combination of structural advantages that continue to strengthen year after year. Together, these factors have created an environment where enterprises can access talent, scale operations, accelerate innovation, and build long-term global capabilities.

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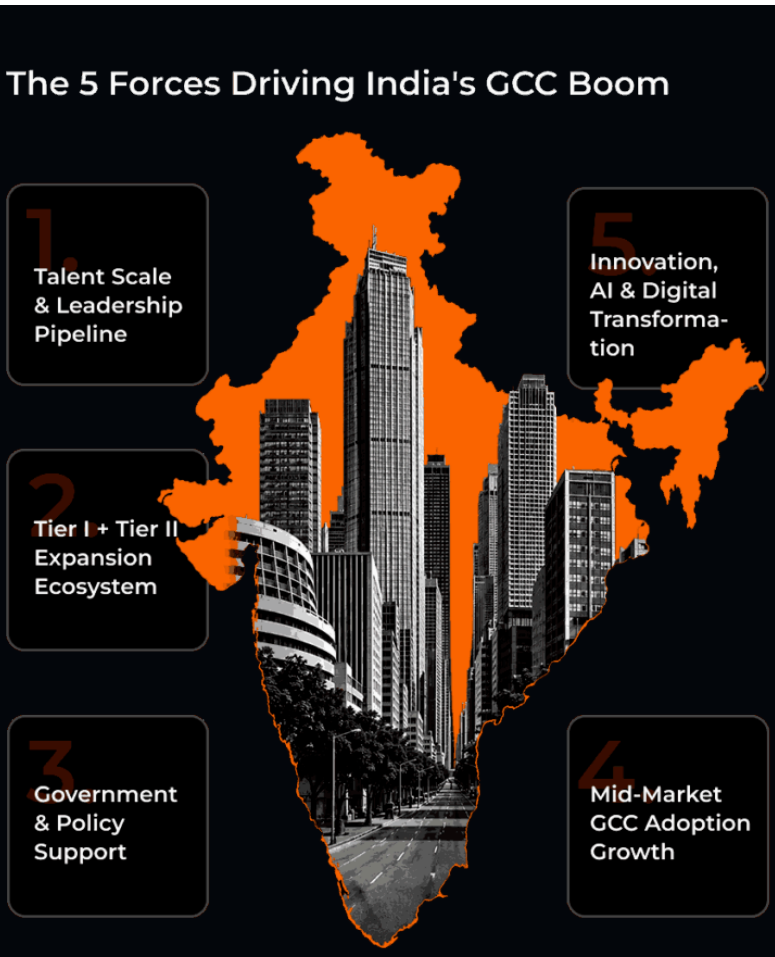


### 1. Talent Scale and Leadership Pipeline

Talent remains one of the most influential factors in GCC location strategy. India provides access to a large and increasingly specialised workforce spanning technology, finance, analytics, engineering, operations, and emerging digital disciplines.

The country's GCC ecosystem includes more than 120,000 AI and machine learning professionals and over 185 dedicated AI and ML Centres of Excellence. Engineering and R&D-focused GCCs continue to expand at a pace exceeding overall market growth, reflecting the increasing complexity of work being delivered from India.

An equally important development is the growth of leadership capability. India-based GCCs are producing a growing pool of executives responsible for managing global functions, transformation initiatives, and enterprise-wide programmes.

Global leadership roles within GCCs have expanded rapidly over the past five years, creating a pipeline of experienced leaders capable of driving strategy, governance, and operational excellence at scale.

### 2. A Mature Ecosystem Across Tier I and Tier II Cities

India's GCC landscape benefits from decades of investment across commercial infrastructure, technology ecosystems, professional services, talent development, and regulatory support.

Established hubs such as Bengaluru, Hyderabad, Chennai, Pune, Mumbai, and Delhi NCR continue to attract significant investment and remain preferred destinations for large-scale operations.

At the same time, emerging locations including Ahmedabad, Coimbatore, Jaipur, Kochi, and Indore are creating new opportunities for enterprises seeking operational diversification and cost optimisation.

These cities offer:

- Access to qualified talent pools
- Lower operating costs
- Reduced attrition levels
- Expanding infrastructure
- Greater scalability for future growth

Industry projections suggest that Tier II cities could account for nearly 39% of India's GCC workforce by 2030, creating additional flexibility for enterprises planning multi-location operating models.

### 3. Government Support Continues to Strengthen the GCC Environment

Recent government efforts have focused on accelerating investment, improving ease of doing business, strengthening digital infrastructure, and encouraging GCC development beyond traditional metropolitan centres.

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Several states, including Karnataka, Telangana, Maharashtra, Gujarat, and Tamil Nadu, have introduced targeted programmes aimed at attracting global enterprises and supporting new GCC investments.

The 2025 Union Budget further signalled the government's commitment to expanding GCC growth into emerging cities and strengthening India's position as a global business hub.

For organisations entering India, these initiatives contribute to:

- Greater regulatory clarity
- Faster establishment processes
- Improved infrastructure access
- Enhanced investment confidence

The result is an operating environment that supports both market entry and long-term scalability.

### 4. Mid-Market GCC Adoption Is Accelerating

A notable trend within the Indian GCC market is the growing participation of mid-market organisations.

Until recently, GCC establishment was concentrated among large multinational corporations with the scale and resources required to build offshore operations independently.

Today, approximately **27%** of India's GCCs are operated by mid-sized enterprises. Growth-stage companies, PE-backed businesses, and regional enterprises are increasingly leveraging GCC models to access global talent, improve operational efficiency, and support expansion plans.

This trend has been enabled by:

- GCC-as-a-Service (GaaS) models
- Flexible operating frameworks
- Specialised advisory firms
- Faster setup methodologies
- Access to experienced ecosystem partners

As barriers to entry continue to decline, enterprises that previously viewed GCCs as inaccessible are now actively evaluating India-based capability centres as part of their growth strategy.

### 5. Innovation, AI, and Digital Transformation Are Reshaping GCC Mandates

India-based GCCs are increasingly responsible for functions that directly influence enterprise growth, customer experience, and competitive positioning.

Current investment priorities include:

- Artificial Intelligence and Agentic AI
- Product engineering
- Data and analytics
- Digital transformation
- Automation and process excellence
- Centres of Excellence (CoEs)

Recent industry studies indicate that 58% of GCCs are already investing in Agentic AI initiatives, while many others are preparing for broader implementation over the next 12 months.

Many organisations now rely on their India GCCs to lead innovation initiatives, accelerate technology adoption, and support strategic business programmes.

This progression reflects a broader shift in how enterprises view GCCs; as contributors to enterprise value creation, innovation, and business transformation.

## The Next Strategic Decision: How Should the GCC Be Structured?

India's attractiveness as a GCC destination is well established. The more important consideration for enterprise leaders is how to design a GCC model that aligns with organisational goals, operating requirements, and future growth plans.

Critical decisions include:

- Functional scope
- Location strategy
- Governance structure
- Talent model
- Technology enablement
- Scaling roadmap

Each of these factors influences the long-term success of the GCC and its ability to deliver measurable business outcomes.

Organisations that approach GCC setup as a strategic business initiative rather than a location decision are often better positioned to realise long-term value.

## Building a GCC That Delivers Long-Term Enterprise Value

The strongest GCCs are built around capability ownership, governance maturity, and measurable business impact. Headcount grow
designed operating model; it is not the objective.

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India offers access to talent, infrastructure, policy support, and a mature GCC ecosystem. The differentiator lies in how effectively enterprises translate these advantages into sustainable operating capability.

IMS OneWorld enables mid-market, PE-backed, and growth-stage enterprises to design, establish, and scale India operations through GCC enablement, GBS transformation, and enterprise outsourcing solutions.

Whether the objective is market entry, capability expansion, or operating model transformation, we help organisations move from strategy to execution with greater speed, clarity, and control.

# Ready to Evaluate Your GCC Strategy?

Connect with IMS OneWorld to discuss your GCC setup, expansion, or transformation objectives and explore how India can support your long-term growth strategy.

Talk to Our Experts Now

# Frequently Asked Questions

**Why is India considered the leading destination for GCC setup?**

India offers a unique combination of specialised talent, mature infrastructure, policy support, operational scalability, and innovation capabilities. These factors have helped the country become the world's largest GCC ecosystem.

**Which industries are investing most heavily in GCCs in India?**

Banking and Financial Services, Insurance, Healthcare, Retail, Technology, Manufacturing, and Life Sciences continue to be among the most active sectors establishing and expanding GCC operations in India.

**Can mid-market companies successfully establish a GCC in India?**

Yes. The growth of GCC-as-a-Service models, specialised advisory firms, and flexible operating structures has made GCCs increasingly accessible to mid-market and growth-stage enterprises.

**What are the key factors to consider before setting up a GCC in India?**

Key considerations include business objectives, location strategy, operating model design, governance structure, talent availability, compliance requirements, and long-term scalability.

**What role does AI play in modern GCCs?**

AI is becoming a core component of GCC strategy. Many centres are investing in Agentic AI, automation, advanced analytics, and Centres of Excellence to support innovation and enterprise transformation initiatives.

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